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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Kazuhiro ISHIDA

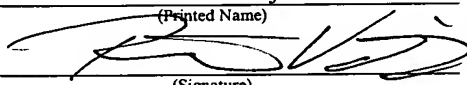
Title: ADVERTISEMENT SYSTEM
AND ADVERTISEMENT
DISPLAY METHOD

Appl. No.: 10/077,765

Filing Date: 02/20/2002

Examiner: Alvarez, Raquel

Art Unit: 3622

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AMENDMENT AND REPLY UNDER 37 CFR 1.116

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Sir:

This communication is responsive to the Final Office Action dated May 25, 2006, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 6 of this document.

Please amend the application as follows: